

## Message Text

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PAGE 01 THE HA 00201 131626Z  
ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 AGRE-00 COME-00 TRSE-00 STR-04  
CIEP-02 OMB-01 L-03 H-02 SP-02 CIAE-00 INR-07 NSAE-00  
PRS-01 PA-02 USIA-15 ARA-10 EA-09 /078 W  
-----131636Z 031612 /46

P 131441Z JAN 77  
FM AMEMBASSY THE HAGUE  
TO SECSTATE WASHDC PRIORITY 9696

UNCLAS THE HAGUE 0201

E.O. 11652: NA  
TAGS: ETRD EAGR  
SUBJECT: COFFEE PRICES

REF: (A) STATE 4789, (B) TOFAS 868, (C) TOFAS 997

1. SINCE JANUARY 1976 RETAIL PRICE FOR 250 GRAM PACK  
MOST WIDELY SOLD BRAND REGULAR COFFEE (ROOD MERK-DOUWE  
EGBERT) WAS RAISED SEVEN TIMES AS FOLLOWS:

DATE	GUILDER PRICE	EQUIV DOLLARS
	PER 250 GRAM	PER POUND
JAN21	2.78	1.89
MAR 31	2.98	2.01
MAY 12	3.13	2.08
JUNE 21	3.39	2.24
AUG 20	3.86	2.67
NOV 1	4.23	3.06
DEC 17	4.40	3.22

DOLLAR EQUIVALENT PRICES CONVERTED AT EXCHANGE RATE ON  
DATE OF PRICE CHANGE. DOUWE EGBERT HAS ABOUT 55 PERCENT  
OF DUTCH MARKET AND ROOD MERK BRAND ACCOUNTS FOR 60-70  
PERCENT OF THIS COMPANY'S TOTAL COFFEE SALES IN HOLLAND.  
RETAILERS REQUIRED SELL AT ABOVE PRICES FIXED BY DOUWE  
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EGBERT.

2. BETWEEN 20-25 PERCENT OF DUTCH MARKET SERVED BY OTHER  
DUTCH MANUFACTURERS WHOLE PRICES AT RETAIL LEVELS ARE ON  
AVERAGE 40 DUTCH CENTS BELOW PRICES SHOWN PARA 1 ABOVE.  
BALANCE OF MARKET INCLUDES SPECIALTY COFFEES AT GENERALLY  
HIGHER PRICES.

3. INSTANT COFFEE. CURRENT PRICES IN GUILDERS NESCAFE BRAND  
INSTANT COFFEE FOR THREE SIZES FOLLOWS. (PRICES IN US\$  
PER POUND ARE SHOWN IN PARENTHESES)

SIZE	50 GRAMS	100 GRAMS	200 GRAMS
TYPE			
NORMAL-EXTRA	3.25 (11.83)	6.16 (11.21)	10.66 (9.70)
GOLD	3.75 (13.65)	7.22 (13.14)	13.05 (11.88)
CAFFEINE-FREE			
EXTRA	3.59 (12.99)	-	12.35 (11.84)
GOLD	4.17 (15.19)	-	14.72 (13.40)

4. THE NETHERLANDS TRADE DATA COVERING JANUARY-OCTOBER 1975  
AND 1976 FOLLOWS.

	IMPORTS		EXPORTS	
	1975	1976	1975	1976
QUANTITY (1000TONS)	130.2	130.3	8.2	8.7
VALUS (MILLION GUILDERS)	454.1	812.1	75.9	104.1
AVERAGE PRICE				
GUILDERS/TON	3.488	6.233	9.299	12.007

(ON AVERAGE 2.53 AND 2.64 GUILDERS EQUALED \$1.00 IN  
1975 AND 1976 RESPECTIVELY.)

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** DATA, COFFEE, PRICES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 13-Jan-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770013-0646  
**Format:** TEL  
**From:** THE HAGUE  
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**Legacy Key:** link1977/newtext/t19770153/aaaabuqm.tel  
**Line Count:** 88  
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**Message ID:** af0105da-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 4789  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 20-Sep-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3602552  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COFFEE PRICES  
**TAGS:** ETRD, EAGR, US, NL  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/af0105da-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
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